



# International Implementation Team

Missouri Strategic Initiative for Economic Growth

## Strategies, Tactics and Action Plans

The strategies and tactics below were developed by the Steering Committee with input from the Regional Planning Teams, White Papers, public comments, and numerous surveys. The Action Plans and time frames were developed from the feedback from the regional forums and multiple discussions with the Steering Committee regarding priorities and sequencing.

- Most of the tactics begin in years one through three.
- Years four and five will primarily be focused on continuing and enhancing efforts begun in the first years of the five-year implementation period.
- A select few tactics are recommended for initial undertaking in years four and five.
- Tactics refer to the year of initiation. The majority of tactics will be ongoing.

Further details regarding the tactics and suggested best practices can be found in the Final Report of the Missouri Strategic Initiative for Economic Growth.

“Implementation Teams” are formed for each of the eight strategies consisting of 10-20 persons that are leaders relating to that respective strategy.

The **purpose** of the Implementation Teams is to:

- Develop more detailed action steps for each tactical plan, including identifying which entities or persons should be involved, what resources are needed for proper implementation, the proper steps for implementation, and establish and commit to a timeline.
- Review and evaluate, on a quarterly basis, the progress of implementation of tactical plans to insure successful completion, and make adjustments as needed.
- Evaluate, on an annual basis, all the tactical plans within their strategy to determine if additions or revisions should be recommended to the Steering Committee.
- Provide an annual report to the Steering Committee, which will be included in their annual report to the Governor.

The composition of the Implementation Teams would be key leaders relating to that particular strategy, and also include some members of the applicable “Industry Councils” that relate to that strategy.

## Strategies Scorecard, November 21, 2011



On Schedule



Needs Improvement



Behind Schedule

**Strategy 6:** Missouri will develop a best-in-class foreign trade initiative.

**Champion:** Ann Pardalos



**Implementation team completed.**



**Strategy metrics completed.**

**Tactic 6.1:** Formalize a program to leverage the international relationships, associations and contacts of Missouri universities' research faculty to identify investment and export opportunities in Missouri's targeted clusters.



**Action 6.1.1:** Formalize partnerships with Missouri's public and private research universities to access research faculty for discussions on their previous and current network of relationships with U.S. multinational corporations, foreign-based companies, other researchers, government representatives and policy directors. **Targeted Completion Date:** February 1, 2012



**Action 6.1.2:** Maintain a current database of potential prospect companies and other high value business development targets to include contact information; area of research and the source of the lead. **Targeted Completion Date:** February 1, 2012

**Tactic 6.2:** Assess the need to launch additional Missouri overseas marketing offices.

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**Action 6.2.1:** Conduct a market assessment and economic analysis of potential countries that would provide the highest transaction flow for Missouri exports and recruitment of foreign direct investment. **Targeted Completion Date: Completed**



**Action 6.2.2:** In partnership with local and regional economic development organizations, design an awareness campaign to optimize the knowledge and use of its Trade and Investment Offices. **Targeted Completion Date:** February 1, 2012

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**Action 6.2.3:** DED has applied for grant monies with the Small Business Administration under the State Trade & Export Promotion Grant Program for the purpose of establishing additional foreign offices. **Targeted Completion Date:** February 1, 2012

**Tactic 6.3:** Develop a trade alliance to coordinate localized, comprehensive early-stage assistance to Missouri-based companies looking to increase exports to foreign markets.

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**Action 6.3.1:** Identify potential service providers in Missouri that could provide early stage export training to potential exporters. **Targeted Completion Date: Completed**



**Action 6.3.2:** Convene leadership of regional EDOs, top exporting firms and staff of export-assistance and training entities, to develop new alliance's mission statement, goals, performance expectations and potential programmatic components. Brand the statewide alliance; create a website and marketing materials. **Targeted Completion Date:** February 1, 2012



**Action 6.3.3:** Determine the feasibility of opening satellite export-assistance offices or stand-alone centers in Missouri regions without existing support capacity. **Targeted Completion Date:** February 1, 2012



**Action 6.3.4:** Apply for grant monies with the Small Business Administration under the State Trade & Export Promotion Grant Program (Round 2: 2012) for the purpose of establishing physical offices and hiring full-time staff. **Targeted Completion Date:** February 1, 2012

## DRAFT - Performance metrics:

Performance metrics will provide the framework for the Governor, Steering Committee and other stakeholders to evaluate progress throughout the five year *Strategic Initiative* period. In addition, the Department of Economic Development and the Missouri Technology Corporation will adapt their reporting processes to correspond with these metrics.

Strategic Cycle		Base Data	Goal	Goal	Goal	Source Used
			2016	# Change	% Change	
General	Increase in payroll employment (seasonally adjusted)	- Sept, 2011: 2,648,300				MERIC
	Decrease in state unemployment rate	- Sept, 2011: 8.7% (Prior 6-year average was 7%)				MERIC
	Increase in median household income (inflation adjusted)	- 2010: \$46,184 (Prior 5 yrs = 1.2%/yr.)				BEA
	Increase in average weekly private sector wages	- 2011: \$798				<a href="#">QCEW</a>
Strategy 6	Increase in # of MO business that export					<a href="#">Int'l. Trade Admin. (2)</a>
	Increase in Missouri exports	\$12.9 billion (2010)				MERIC